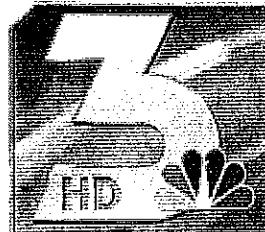


ORDER



KSNV

Orders	Order / Rev:	104859	
	Alt Order #:	06837381	
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	07/30/12 - 08/06/12	Primary AE:
	Original Date / Rev:	07/27/12 / 07/27/12	Amy McCreary
	Order Type:	GENERAL	Sales Office:
			BLPHI
			Sales Region:
Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		1831 Chestnut St.	Billing Cycle:
		Philadelphia, PA 19103	EOM/EOC
			Agency Commission:
			15%
Advertiser	Name:	Berkley Shelley for Senate	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/06/12	25	\$26,225.00	\$22,291.25	August 2012	25	\$26,225.00	\$22,291.25	0.00
					Totals	25	\$26,225.00	\$22,291.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Market Share	Revenue
KSNV	36% \$26,225.00
Market	100% \$72,847.22

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$21,854.17
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$10,927.08
KTUD	1%	\$728.47
KVVU	15%	\$10,927.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,185.42

Order / Rev: 104859
 Alt Order #: 06837381
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	08/06/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.001	0.00	NM		2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	M-----		1	\$700.00	0.00							
		Week: 08/06/12	08/12/12	M-----		1	\$700.00	0.00							
E 2	KSNV	07/31/12	08/03/12	Today Show Today Show	CM	658a-9am	-TW-F--	:30	3	\$1,400.001	0.00	NM		3	\$4,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-TW-F--		3	\$1,400.00	0.00							
E 3	KSNV	08/06/12	08/06/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,400.00	0.00							
E 4	KSNV	08/06/12	08/06/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,000.00	0.00							
E 5	KSNV	07/30/12	08/03/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.001	0.00	NM		5	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWTF--		5	\$1,000.00	0.00							
E 6	KSNV	07/30/12	08/03/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$1,100.001	0.00	NM		5	\$5,500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWTF--		5	\$1,100.00	0.00							
E 7	KSNV	08/06/12	08/06/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,100.00	0.00							
E 8	KSNV	08/06/12	08/06/12	Olympics Late News 3 CM Late News during Olympics		11pm-12:35am	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1	\$1,000.00	0.00							
E 9	KSNV	07/30/12	08/03/12	Olympics Late News 3 CM Late News during Olympics		11pm-12:35am	MTWTF--	:30	5	\$1,000.001	0.00	NM		5	\$5,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MTWTF--		5	\$1,000.00	0.00							
E 10	KSNV	08/04/12	08/04/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1	\$625.00	0.00							

Totals

25

\$26,225.00